

JUN 14 1988

PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Phyllis Kornbluth

DATE: June 13, 1988

FROM: Martin T. Walsh

CC: S. CHINE
D. DUFFLY *

SUBJECT: Alpine Test Market - October Promotion

During the month of October in the two test markets of Pittsburgh and Little Rock, a special promotion is planned featuring a \$2.00 Off, 25¢ Off and Buy 1 Get 1 Free.

Please issue requisitions for the following materials:

ITEM	ITEM#	QUANTITY	PACKING
BV Header (Old Both Mkts)	35453	1,200	Band 5a
BV Header (New Both Mkts)	35454	2,500	Band 5a
\$2.00 Off Coupon (Ctn-Both Mkts)	35455	36,750*	Band 150a
30 Carton Display (Both Mkts)	35456	1,225	Box 5a
30 Pack 8/8 (25¢ Off Little Rock)	35457	900	Box 25a
20 Deal Disp. (BIGIF- Pittsburgh)	35458	1,550	Box 25a
Large Poster (\$2 Off - Both Mkts)	35459	2,450	Tab 50a
Large Poster (25¢ Off - Little Rk)	35460	2,700	Tab 50a
Large Poster (2F1 - Pittsburgh)	35461	4,650	Tab 50a
Large Poster (Both Mkts)	35462	4,900	Tab 50a
Skippy Poster (Both Mkts)	35463	4,900	Band 50a
Shelf Talker (Both Mkts)	35464	9,800	Band 50a
Sell Sheets (A-1 Pittsburgh)	35465	2,000**	Band 25a
Sell Sheets (A-1 Little Rock)	35466	900**	Band 25a
Sell Sheets (Pk Program-Pitts)	35467	3,500**	Band 25a
Sell Sheets (Pk Program-Little Rk)	35467	2,200**	Band 25a
2F1 Sleeve (Pittsburgh)	35469	50,375	***

* Coupons to be ordered by Brand and shipped to the CDC.

** Sell Sheets: 250 to M. DeMarzo
Balance to CDC.

*** To be packaged and shipped from Richmond

DELIVERY SCHEDULE

Sell Sheets - to be on hand at NYO and CDC on or before the week of August 22, 1988.

PKB Materials - Coupons - to be on hand at CDC on or before the week of September 5, 1988.

MTW/ur

cc: F. Alfieri
C. Bassignana
T. Boane
L. Cappelli
B. Carroll
G. Chapman
M. DeMarzo
S. Donovan
R. Dzurilla

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